



## Vendor Fair 2004

# Exhibitor Focus

*Things you must know to be ready for the Vendor Fair*

Volume 1, Issue 1 – September 2004

Dear Vendor Fair Exhibitors,

Thank you for deciding to come and exhibit at the 10<sup>th</sup> Annual Environmentally Preferable Products (EPP) Vendor Fair and Conference. The event will take place at Worcester's Centrum Centre in Worcester, MA, on Tuesday October 26, 2004.

This year, we have decided to bring you all the important Vendor Fair information in a condensed form – and created the ***Vendor Fair Exhibitor Focus***. In this newsletter you will find all the important Vendor Fair deadlines and other information that can help you market your business before the show, during and after!

### Important deadlines

- |   |                     |
|---|---------------------|
| 1. Business EPP Awards Application                      | September 24, 2004! |
| 2. Promotional Pilot Project Form                       | September 24, 2004! |
| 3. Sponsors, Advertisements for the Exhibitor Directory | October 1, 2004!    |
| 4. Hotel room reservations                              | October 11, 2004!   |

Special Events Rentals (SER), the show's decorator is about to send you packets with information on ordering electrical and other exhibitor services. Please see those packets for forms and deadlines for ordering exhibitor services.

## Why and how to offer a Promotional Pilot

**If you are interested in promoting your product before, at and after the show, here is a cost-effective way to:**

- **Let attendees know about your product before the Vendor Fair**
- **Bring qualified leads to your booth**
- **Get user testimonials and some EPP publicity after the event**

**How does the Pilot Project work?** We ask exhibitors to offer a limited quantity of their products or service at a compelling discounted rate, or offer it free of charge to an agency, city or town. In order to be eligible, the agency, city or town must attend the show and register at your booth. You pick the winner.

**How is this different from a raffle/door prize?** First of all, it has to be an green product or service. Second, the EPP program will work with you and the agency recipient to track their satisfaction with the product or service - and publicize it to hundreds of buyers across the state through our *EPP Buyer Update* newsletter.

### In this newsletter:

- Why and How to Offer a Promotional Pilot? (p. 1, 2)
- Promotional Pilot Form (p. 2)
- Business EPP Awards Information (p. 3)
- Sponsors, submit Exhibitor Directory ads! (p. 3)
- Reserve your hotel room today! (p. 4)
- Vendor Fair marketing checklist (p. 4)

**What qualifies as a pilot project?** Promotional pilots may include but are not limited to such new products, technologies and services as printing services with direct-to-plate technology, green landscaping products, remanufactured toner cartridges, plastic lumber site amenities, energy efficient exit signs, compact fluorescent light bulbs, water efficiency retrofits, alternative fuels, etc. The value of each pilot project may not be lower than \$100.

**What are the benefits?**

- **Before the show:** The list of all Pilot Projects will be published in the attendee brochure, on our website and in the *EPP Buyer Update* newsletter issued before the show.
- **At the show:** Attendees will receive a program with a list of pilot projects available and will have to visit your booth to enter a drawing for such a pilot. **This traffic builder will bring you only qualified leads!**
- **After the show:** Articles and/or updates on the pilots will be published in the *EPP Buyer Update* newsletter.

**How do I register?** Fill out the form below and fax it to 617-727-4527 no later than September 24!

**Don't miss this opportunity for promoting your business before, at and after the show! Send us your Promotional Pilot Forms as soon as possible!**

**EPP Vendor Fair 2004**

## Promotional Pilot Form

☐ Yes, our company will be offering a Promotional Pilot Project to agencies represented at the EPP Vendor fair 2004!

Company Name Offering the Pilot: \_\_\_\_\_

Contact Person for the Project: \_\_\_\_\_

Phone / Email Address: \_\_\_\_\_

Estimated Value: \_\_\_\_\_

Number of Pilots to be Awarded: \_\_\_\_\_

Project Description: \_\_\_\_\_

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Please fax the form to Dmitry Nikolayev, Environmental Purchasing Project Specialist, OSD at 617-727-4527. **Deadline: September 24, 2004.** Questions? Contact Dmitry Nikolayev at [Dmitriy.nikolayev@osd.state.ma.us](mailto:Dmitriy.nikolayev@osd.state.ma.us) or 617-720-3351.

# Apply for the Business Environmental Purchasing and Sustainability Awards

**Are you a statewide contractor? Do you make efforts to purchase EPPs, save energy, conserve water or reduce waste? Would you like to be recognized for the work you are doing? Then the Business EPP Awards program is for you!**

Every year, two statewide contractors exhibiting at the Vendor Fair receive recognition for outstanding efforts in purchasing EPPs and incorporating sustainable practices into their facility operations. The awards are presented at the Vendor Fair's luncheon ceremony in front of nearly 1000 event participants.

This year is no exception! If you want all the Vendor Fair attendees to know about your initiatives that were good for the environment - and for your budget, there's nothing wrong with that! - fill out the form at [http://www.mass.gov/epp/business\\_application.pdf](http://www.mass.gov/epp/business_application.pdf) and send it in with supporting documentation no later than **September 24, 2004!** This deadline is firm. In the interest of fairness, late submissions will not be reviewed.

Access information about last years' winners at <http://www.mass.gov/epp/info/bizaward.htm>. Questions? Please contact Marcia Deegler, Environmental Purchasing Program Manager at [Marcia.Deegler@osd.state.ma.us](mailto:Marcia.Deegler@osd.state.ma.us) or 617-720-3351.

## Sponsors, please submit your ads for the Exhibitor Directory!

**We would like to thank all this year's Vendor Fair sponsors for their contribution to the event. Your support helps us to make the Vendor Fair a successful event year after year!**

As you know one of the benefits of your sponsorship is an ad in the Exhibitor Directory, the book each of the Vendor Fair attendees will take to work and use to find you.

Here are the advertising specifications. **Please submit your ads no later than October 1!**

Sponsorship Level	Exhibitor directory ad size	Ad dimensions (width x height)
Platinum	Full-page	7 1/2" wide x 10 1/2" tall
Gold	Half-page horizontal	7 1/2" wide x 4 3/4" tall
Silver	Quarter-page	3 3/4" wide x 4 3/4" tall

Camera-ready black & white art, JPEG, GIF or BMP files only. Mail the ads to Dmitriy Nikolayev, OSD, One Ashburton Place, Room 1017, Boston, MA 02108. Questions? Contact Dmitriy Nikolayev at [Dmitriy.Nikolayev@osd.state.ma.us](mailto:Dmitriy.Nikolayev@osd.state.ma.us) or (617) 720-3351.

Thank you,  
Vendor Fair 2004  
Sponsors!

### Platinum

**ALBECO**



### Gold



### Silver

Bay West Paper  
Carpet America Recovery Effort  
Designweave  
IKON Office Solutions  
Manchester Honda  
Tecogen, Inc.

## Reserve your hotel rooms today!

**Two area hotels located just steps away from Worcester's Centrum Centre agreed to reserve guestrooms for the evenings of October 25 and 26, 2004, for Vendor Fair participants at a discount rate. Hurry to reserve yours, the rooms are available on a first-come-first-served basis!**

To reserve a room, call the hotel directly and reference the name of the event, "EPP Vendor Fair and Conference." Payments must be made directly to the hotel. The rooms will be available for check-in at 4 pm the day of arrival. The check out time is 11 am the following day.

To make reservations, contact one of the following area hotels before **October 11, 2004:**

Hotel Name, Address and Phone #	Location to Centrum Centre	Rates: Single/Double Room
<b>Crowne Plaza</b> - 1-800-628-4240, 508-791-1600 10 Lincoln Street Worcester, MA 01608	1 block Full Service Hotel	\$114.00 + taxes, includes free outdoor parking; \$4 Indoor parking – optional
<b>Hampton Inn</b> - 508-757-0400 110 Summer Street Worcester, MA 01608	1 block	\$105.00 + taxes, includes free outdoor parking and continental breakfast

## Your Vendor Fair Promotion Checklist

**All the things you need to do before the Vendor Fair – in one place!**

### Make Yourself Visible

- o Offer a Promotional Pilot Project to participating state agencies, cities and towns. **Deadline: September 24!**
- o If you are a statewide contractor, apply for the Commonwealth Environmental Purchasing and Sustainability Award to be presented at the event. **Deadline: September 24!**
- o If you are a Vendor Fair Sponsor, please make sure you submit your ad! **Deadline: October 1!**

### Green Your Handouts and Literature

- o Highlight the environmental features of your product or service.
- o Let the reader know of any third-party certifications you received for your product or any specific product attribute
- o Highlight any environmental award your company or the product manufacturer received
- o Use recycled content paper with post consumer content
- o Clearly identify the recycled content percentage on the handouts and literature
- o Use unbleached paper products, or those bleached without using chlorine where available
- o Use double-sided printing/copying for all your marketing and information materials

### Green Your Display

- o Highlight the environmental features of your product or service. If office equipment is part of your display, emphasize the energy efficient features
- o Draw attention to any third-party certifications you received for your product or any specific product attribute
- o Highlight any environmental award your company or the product manufacturer received
- o If you are in the Innovative Products Aisle (Aisle 200), make sure your display features the novel features of your product or service
- o Use reusable crates or cartons for transporting supplies to the facility
- o Use energy efficient lighting and electronic devices in your booth
- o Remember that the "greenest" booth will be recognized at the luncheon ceremony!

**The checklist with things to do at and after the show will appear in the next newsletter!**

**Questions about the Vendor Fair?** Contact Dmitriy Nikolayev, Environmental Purchasing Project Specialist at [Dmitriy.Nikolayev@osd.state.ma.us](mailto:Dmitriy.Nikolayev@osd.state.ma.us) or (617) 720-3351.